

Peace Ololade

Lagos, Nigeria

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Professional Summary

Customer-focused product manager with 4 years of experience managing the product lifecycle from discovery to launch. Skilled in product strategy, roadmap planning, user research, Agile delivery, stakeholder management, and data-driven decision-making to deliver user-centric digital products and measurable business outcomes.

Core Competencies

Product ownership, product life cycle management, roadmap planning, product strategy, backlog refinement, feature scoping and prioritisation, PRDs, BRDs, stakeholder management, cross-functional collaboration, agile ceremonies, user and market research, competitive analysis, customer journey mapping, beta testing, UI/UX understanding, release cycle planning, software development, KPI tracking, project planning, leadership.

Professional Experience

Product Manager

Adstreams - Lagos, Nigeria

Apr 2026 - Present

- Defined the product vision, business model, and launch strategy, identifying 10+ improvements to strengthen user experience and commercial viability before launch.
- Conducted product audits, identifying 10+ usability, functionality, and workflow improvements to enhance user experience pre-launch.
- Collaborated with engineering and design teams to translate 4 business requirements into product features, improving development efficiency by 20%.
- Developed 17 business policies, procedures, and legal documents, including Terms & Conditions, to support compliance and platform operations.
- Drove go-to-market activities by developing 5+ partnership, advertiser acquisition, and media owner onboarding strategies for product launch.

Product Manager | Product Marketing Manager

VivaFemini - Lagos, Nigeria

Dec 2025 - Apr 2026

- Directed Scrum planning across 15 sprint cycles, delivering 18+ features and 5+ product releases with 100% on-time delivery while reducing deployment delays by 20%.
- Improved product development efficiency by 40% through sprint planning and workflow optimization.
- Performed WCAG 2.1 accessibility assessments across 19 application screens, identifying 7 accessibility issues before release, and oversaw beta testing with 100+ testers, prioritizing 12 feature enhancements.
- Led waitlist growth initiatives and designed user acquisition campaigns, increasing pre-launch sign-ups by 60% and waitlist registrations by 50%.

- Collaborated with 13 brand ambassadors to strengthen product awareness and drive pre-launch product adoption.

Product Manager

Jamor Technology - Lagos, Nigeria

May 2023 - Oct 2025

- Spearheaded a cross-functional team of 10 in the delivery of 4 projects, achieving a 20% improvement in project efficiency and a 30% reduction in project delays.
- Managed product roadmaps and prioritized features through market and competitive analysis, increasing customer satisfaction by 15%.
- Introduced risk mitigation strategies that reduced project bottlenecks by 25% and supported the on-time delivery of 4 key project milestones.
- Defined and analysed 35+ product KPIs, identifying 16+ optimisation opportunities that informed product strategy.
- Participated in Agile development processes, aligning cross-functional stakeholders on product vision, roadmap, and GTM strategy to deliver 10+ product features on time.

Product Manager Intern

Booking.com - Lagos, Nigeria

Oct 2022 - March 2023

- Applied MoSCoW prioritization, T-shirt sizing, and value vs. effort estimation to optimize roadmap planning, reducing delivery time by 20%.
- Coordinated market research and competitive analysis, identifying 12 market trends to prioritize 6+ product features and strengthen roadmap planning.
- Authored 9 Product Requirements Documents (PRDs), aligning design, engineering, and marketing teams for successful product launches.
- Supported the creation of 30+ user stories and acceptance criteria from user research and business requirements, enabling the delivery of 8+ product features.
- Assisted in monitoring 10+ product KPIs, identifying 13+ optimization opportunities that guided product improvements.

Selected Projects

Med-Booking

Cohort 2026, iTechGlobally, United Kingdom.

Sept 2026 - Aug 2026

- Implemented end-to-end product development for Med-Booking, from PRD to MVP deployment, defining 4+ user roles and workflows.
- Achieved 80%+ MVP feature alignment by conducting user research with 20+ doctors and patients and translating pain points into customer journeys and product requirements.
- Designed 50+ product screens, role-based dashboards, and user flows in Stitch/Figma, simplifying booking, onboarding, verification, and emergency workflows by 30%.
- Built and deployed the MVP using Antigravity and modern web technologies, integrating frontend/backend services across Vercel and Render with 100% of core modules live for testing.

AJO Book

Novara Cohort 2026 Class, TS Academy, Lagos, Nigeria

Apr 2026

- Owned product strategy and UI/UX design for the AJO book mobile application, defining product requirements and designing 50+ high-fidelity Figma screens from concept to prototype.

- Gathered and analyzed user needs through market research and competitor benchmarking, identifying 14+ product opportunities that informed feature prioritization.
- Designed user flows, wireframes, interactive prototypes, and a reusable design system, reducing design rework by 30% during development handoff.
- Partnered with developers and stakeholders to prioritize 50+ backlog items, validate design solutions, and deliver an MVP with 15+ core features.

Piggy Vest Customer Journey

ALT School Cohort 2024 Class, Alt School Africa, Lagos, Nigeria

May 2024 - Oct 2024

- Mapped the piggy vest customer journey, analysing funnel data to identify 23 drop-off points and prioritize 25+ product improvements.
- Championed customer research (e.g., surveys, interviews) to gather insights into user behavior, needs, and pain points within the PiggyVest platform.
- Facilitated monitoring and evaluation frameworks, assessing 15+ customer experience issues to prioritize 20+ product improvements.
- Generated data-driven insights and recommendations to improve user engagement and customer satisfaction.

Education

Master of Science (M.Sc.) - Economics

Redeemer's University, Ede, Nigeria – 2024

Jan 2021 - Oct 2024

- Thesis: *The effect of wealth and religion on negotiating sex among married women in Southwest Nigeria*

Bachelor of Science (B.Sc.) - Economics

Ekiti State University, Ekiti, Nigeria

Second Class (Lower Division) –2019

Jan 2014 - Sept 2019

- Final Project: *The effect of health infrastructure on economics growth in Southwest Nigeria.*

Certifications

- **Product Design (UI/UX)** – Ts Academy, Lagos – April 2026
- **Artificial Intelligence and Career Enhancement (AICE)** - ALX Africa, online – Jan 2025.
- **Strategic Leadership Workshop (SLW)** - Jamor Technology, Lagos, Nigeria – May 2025.
- **Certified Product Management (CPM) License** – Alt School Africa, Lagos, Nigeria - Aug 2024.
- **Financial Modelling and Valuation Analyst (FMVA)** - Corporate Finance Institute, online - Feb 2021
- **Business Intelligence and Data Analysis (BIDA)** - Corporate Finance Institute, online – Dec 2021

Tools

- Linear
 - Miro
 - Jira / Confluence
 - Asana
 - Microsoft Tools
 - Stitch
 - Anti-Gravity
 - Google Analytics
 - Figma
 - Notion
 - Slack
 - Canva
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